

A method and system using a communication network, such as the Internet, to compensate at least one user in exchange for work undertaken by the at least one user. The communication network is used to perform work, the work being defined by a content provider in a manner which does not target specific user profiles. Compensation units are offered to the user in exchange for the performed work. The user uses a user terminal to accept the offered compensation units. The accepted compensation units are transferred from a content provider account to a user account, the content provider account corresponding to the content provider offering the compensation units and the user account corresponding to user who completed the work. The user can spend earned compensation units on goods and services offered by a redeeming content provider. The compensation units are provided in a closed system. The issuing content provider does not control how, when or where earned compensation units may be spent